

Ag-knowledge

Alberta
AGRICULTURE

a newsletter for Alberta Agriculture staff

February, 1991

Agricultural Talent - The Dave Rous Singers

The popular reception a group of musicians received to singing Christmas carols in the atrium of the G. O'Donoghue building in 1984 has become a tradition at Alberta Agriculture.

"Our group gave a boost to the Christmas spirit in our new headquarters building," says Dave Rous, market development, the group's leader and namesake. "That first year of us sang 'O Christmas Tree' on the atrium stairs then led carols. It wasn't very formal, but it was fun and people loved it."

The 1990 edition of the Rous Singers marked the fifth anniversary of the "official" group, says Rous. In 1985 the group prepared for the Christmas program learning two four-part harmony songs and presented them along with leading carolling.

Through the years the group added more four-part athenms and has performed at least four of them in their programs since 1988. Choosing that music and then performing it has been one of the satisfying parts of his involvement says conductor Rous. "Coming up with a nice assortment of music, I like that challenge and enjoy searching the music ahead of time."

Fun is a major reason group members keep coming back. "Singing is always fun," says Ross Gould, of the beef cattle and sheep branch, one of the newer members. "For me singing, is a recreation in all senses of the word."

Gen Ashwell (financial services), as an original member, dropped out and now calls herself a "reformed quitter". "I came back because I enjoy part-singing. It's a challenging experience to be shared."

Emily Samoil, another long time group member, echoes Gould and Ashwell. Besides being a lot of fun, it's an opportunity for her and some other members of the group to do some singing. There are two types of people

in the group, she says, some who are in singing groups year round and the part singing is "like breathing". For herself and some others, the Rous Singers is the only time of year they do four-part singing. Practices start two weeks ahead of the performance, so she says, "It's something we can commit to without extending ourselves."

And, everyone likes Christmas, so the group gets to contribute to the holiday mood. "We like to go through the building and stir things up," says Ashwell.

Seven members, including accompanist Bob Tchir (agri-food and processing development branch) have been with the group since 1986 or before. They include: June Arnison (retired), Carol Love (agri-food and processing development branch), Emily Samoil (research division), Doug Taylor (agricultural education branch) and

Bernie Yakimyshyn (agricultural employment).

This year's group continued a tradition earlier groups started following Santa Claus and carolling through the three floors to draw people to a program of carols and Christmas anthems. Their program was followed by refreshments sponsored by the department's social committee.

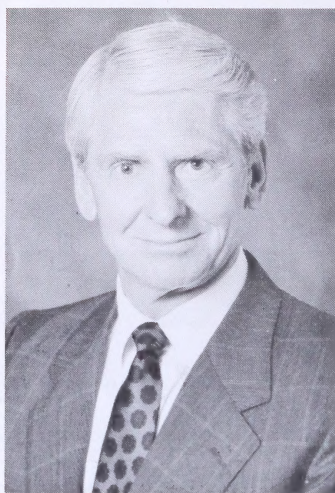
"We've had a lot of support over the years," says Rous. "From the singers, from the social committee, from the staff who comes to listen and joins the carols--even the financial support of getting a piano over here from the School for the Deaf for our program."

Rous has made noises about retiring his baton but at the same time talked about warming up for next year and the search for more voices, particularly male ones, for Christmas 1991.



The 1990 Dave Rous Singers with their mascot Santa. Front row (left to right): Ruth Gruenenwald, Emily Samoil, Gen Ashwell, Santa "Doug Draffin" Claus, June Arnison, Cathy Wolters and Carol Love. Back row: Dave Rous, Brian De Kock, Doug Taylor, Bernie Yakimyshyn, Ross Gould and Bob Tchir.

Deputy Minister's Column



In this column I will share with you the importance of trade policy to the agriculture and food industry, and hence to our department.

Alberta is fortunate to have a strong agricultural resource base of land, soil and water. These are enhanced by Alberta's capital and human resources, creating an impressive and significant agricultural force.

This force and the competitive strength of our industry are very relevant to our position on trade issues, an area very much in the forefront. The global agriculture and food environment has made it essential for us to focus on trade policy in one effort to bring about fair and market oriented trade.

Accordingly, Alberta strongly supported the Canada/U.S. Free Trade Agreement negotiations. We remain actively involved in the following negotiations on accelerated tariff

removal, technical issues, subsidies and trade law. Alberta's position and input in the development of federal government trade policy is driven by a long term perspective. Alberta is also an active participant in the process of removing interprovincial trade barriers.

While these are of considerable importance to Alberta's agriculture markets in our own backyard, the General Agreement on Tariffs and Trade (GATT) Uruguay Round Negotiations could have far reaching implication for domestic policy and

the global trading environment. Improved market access, reductions in trade distort ing internal support and, most importantly, the elimination of destructive export subsidies are of critical significance to the development and diversification of the agriculture and food industry in Alberta and Canada. We have not given up on this round of multilateral trade negotiations.

Trade liberalization is only one strategy to use as we strive for a globally competitive Alberta agri-food industry. We are also actively working to further the development of a policy environment within Canada which will allow our farmers and food processors to better express their abilities and skills and to realize Alberta's natural advantages. Diversification of our agricultural industry into products for which we have a competitive advantage and the encouragement of value added processing are related emphases or thrusts of our department.

The next few issues of Agknowledge will focus on other critical issues our industry faces in the '90s. Next, I'll discuss safety net programs and in particular, the new Gross Revenue Insurance Plan (GRIP).

H. B. McEwen

Lock up your Ford

Late last fall while staying at Edmonton's Terrace Inn, Bruce Waldie and other members of the farm business management branch had an unfortunate experience.

Waldie had computers, a VCR and various other equipment, they were using for a trade show display on October 29 in Edmonton. While packing up to head back to Olds, all was stolen from the trunk of Waldie's car. (They were transferring the equipment from his car, into the government van.)

Thinking it would be a good idea, Waldie had the bellboy watch over the car, while he went back into the hotel to pick up the rest of his belongings.

Waldie returned to find his trunk had been emptied out of about \$10,000 in government equipment.

During police questioning, branch secretary Sharon Mustard mentioned she saw a fellow by the trunk of the car. Through her eye witness account, and an anonymous

phone call to Crime Stoppers, the robber was nabbed and equipment returned.

The thief was the head bell boy. Upon returning to Olds, Waldie's colleague, Dave Thacker, wrote this moral rendering poem.

-the editor

The name is Holmes, Sherlock Holmes.

It has come to my attention that some ruffian has stolen a couple of glorified adding machines from the trunk of your motor carriage.

While my thoughts on this case were a bit hazy to begin with, the truth to this matter has suddenly become more clear. In fact, my dear Waldie, it is rather elementary. To wit:

**Of course I thought first of the butler,
But that theory just didn't quite fit.
After much cogitation, enhanced by libation,**

I deduced that the Bellhop had did it!

**Though at times she appears somewhat flustered,
"Twas the sharp eyes of the crafty Mrs. Mustard."
Who provided the clue that turned out to be true,
Hence the bobbies have Moriarity busted!**

**When the good news arrived at the station,
Could be heard a great cheer of elation.
But her fear of court procedure nearly gave her a seizure,
When Mrs. Mustard thought of the ensuing litigation!**

**Now I trust we've all learned from this episode,
Of which stories to our grandchildren will be told,
That when travelling afar, with precious goods in our car,
Remember to always lock up your Ford!**

DO YOU HAVE AN AG-KNOWLEDGING IDEA?

If so - I'd like to hear about it!

As *Agknowledge* editor, I'm always looking for new and exciting events happening with Alberta Agriculture and happening to department staff. If you hear an exciting story about a department program, staff accomplishment or an idea you think would be valuable information to the rest of the department staff, please fill out this form. And you may see your ag-knowledging idea published in the next issue!

PLEASE FILL OUT THIS FORM...

STORY IDEA: _____

WHO: _____

WHAT: _____

WHERE: _____

WHEN: _____

YOUR NAME: _____

BRANCH: _____

PLEASE FORWARD TO: Tracey Munro
Agknowledge Editor
Print Media Branch
Edmonton
Phone: 427-2121

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***DID YOU KNOW** -- 1990 was a busy year for the broadcast media branch. They completed their district office distribution system with video libraries, each with at least 45 titles. Last year alone there were 6700 loans of AV materials from this system, reaching an estimated 75,000 people. This is Coronation's video library, which sits in a display cabinet in their front office where clients can browse.*

Curing the Common Cold

It never seems to fail. During this time of year you begin to experience the signs: runny nose, scratchy throat and feeling just plain miserable. The common cold.

The following is an excerpt taken from the Alberta Lung Association on colds, and what you can do to beat them during these winter months!

What causes a cold?

We've identified over 100 viruses that invade your nose and throat when you have a cold.

How do you catch a cold?

The viruses are carried on droplets expelled from the throat and nose when coughing and sneezing. Fatigue, run-down physical condition, some air pollutants and perhaps a chill seem to give the virus a better foothold.

How long does it usually last?

The first sign is often the scratchy throat and then a stuffy nose and general aches. Within two days, you develop teary eyes, a runny nose, a husky voice, sneezing, breathing difficulties and poor taste and smell. Your cold will peak for several days and disappear in a week or two.

What about a cure?

Basic common sense is best to combat the many different viruses:

- wash your hands often when you have a cold or are around people who have colds

- keep your distance from people who have a cold
- cover your nose and mouth when sneezing and coughing. Use only disposable tissues and discard them immediately after use
- try not to get a chill. Even if you step outside for 'just a second', put on a warm coat or jacket
- get plenty of sleep to allow your body's natural protective system to work.
- eat well balanced, hearty meals

What can you do to relieve the misery?

- Antihistamines often help
- Nasal decongestants often relieve a stuffy nose
- Cough syrups of various types may relieve a continual cough
- Vaporizers help to break up chest congestion
- Drink lots of liquids...fruit juices and water are very important
- stay in bed, to help the body rest and to keep from infecting others

One final warning!

Before taking medication, ask your doctor or pharmacist for advice and follow directions carefully. If your cold persists, or you develop a severe headache, chest pains, hard coughing spells, earache or red-colored sputum, call your doctor immediately.

Shelter Your Interest From Taxes

With tax time quickly approaching, one of the most popular ways of tax management are registered retirement savings plans (RRSPs) says an Investors Group Financial Management Consultant.

"RRSPs are a great financial benefit," says Tim Carruthers. "The income earned by an RRSP is tax sheltered. No taxes have to be paid from the interest earned from the RRSP."

Carruthers says it's important to contribute to your RRSP early in the year. By doing so, you'll get significant financial benefits.

For example, you decide to contribute \$1000 per year over 40 years, earning an annual interest rate of 10 per cent. Carruthers states by making your contribution at the end of the year, you'd make approximately \$452,000. However, by contributing at the beginning of each year, your benefits would be \$496,000. This way you benefit because your money is working for you for a longer period of time. In addition, putting off the purchase of your RRSP he says, you may find it difficult to come up with the money after delegating your money elsewhere.

You can contribute 20 per cent of your earned income up to a maximum of \$7500 for the 1990 tax year. As an employee of Alberta Agriculture, you can contribute 20 per cent of your income up to a maximum of \$3500 to your RRSP, if you already have a government pension plan.

For more information on RRSP's contact your financial institution or for the employee pension plan contact Donna Kumpula at 427-2111 in Edmonton.

Coping With Interruptions

Can I interrupt you for a second? Instead of the regular 'Agribits' section, I found this great little piece on how to deal more effectively with interruptions. And with the end of the fiscal year just around the corner, we all know we could do with little or no interruptions during the day.

To help accept necessary interruptions and minimize unnecessary ones, you might want to:

- Realize that without "interruptions", you might not have a job. When clients or colleagues call with questions, you need to be available to answer them. The key is to recognize that you're helping people—not just being interrupted.
- Jot down when each interruption occurred and who caused it. Do this for a week or so and see if some people are constant offenders. If so, suggest that you get together once a day with these folks to discuss their concerns.

- Determine if you are interrupting yourself. If you don't have the tools you need to complete a task, you might be stopping every 10 to 15 minutes to find something. Either get ready to do the job and have your tools ready or see if you can delegate some of that work to other people.
- Place a creative sign on your door or around your desk to suggest that people not interrupt you at certain times. A simple "Later, please" sign should work.
- Remove a candy dish or other "interruption inviters" from your area.

SOURCE: Sylvia Nask, CEO; Christian Management Association writing in *The Associate*, 600 Rinehard Road, Lake Mary FL, 32746; found in *Communications Briefings*, 140 S. Broadway, Pitman, New Jersey, 08071, January 1991, Vol. 10, No. 3.

TEST Yourself ???

Most of the following sentences contain words that are misspelled. See how many you and your colleagues can identify and correct. Note: Variant and secondary spellings are not permitted.

1. Betty was exilerated when her staff acheived the goals she set for them.
2. Our bookeeper wore a fushia dress to the office party.
3. John considers himself a connisseeur of fine wines.
4. Our boss' son was mischevous at his twelfth birthday party.
5. He inadvertantly misspelled 'rarefy' on the questionnaire.
6. Mary served as a liaison to the ajutant.
7. Harry drew a silhouette of the impostor.

ANSWERS

The correct spellings of the misspelled words are:

1. exhilarated, achieved
2. bookkeeper, fuchsia
3. connoisseur
4. mischievous, twelfth
5. inadvertently, questionnaire
6. adjutant
7. no misspellings

SOURCE: *Communications Briefings*, 140 S. Broadway, Pitman, New Jersey, 08071, January 1991, Vol. 10, No. 3.

On the Move

Welcome to the following people who have recently joined Alberta Agriculture:

David Kirchmeir, **Margaret Mehlsen**, **Lawrence Nemirsky**, **Janice Williams**, **Michelle Weiss**, **Carolyn Boechler**, **Trevor Yurchak**, **Kurt Toscza**, **Joan David**, **Veralee Overwater**, **Greg Kozak**, **Michael Bowna**, **James Prus**, **Tracy Hood**, **Joyce Reid**, **Kim Stanford**, **Peggy Hurd**, **Fern Thiessen** and **Sophia Verzosa**.

Transfers:

From the Stettler office, **Ruby Curran** is Coronation's district home economist; another district home economist making a move was **Kerry Schwing** from the Coronation office, out to Westlock; Coronation also lost their district agriculturist **Doug Cornell** to become the regional marketing specialist in Airdrie; Thorhild's new district agriculturist is **Michael Kirylchuk**, transferring from Athabasca; **Jay Byer** is Bonnyville's new district agriculturist, from the Lacombe office; coming over from the public utilities board to the dairy control board is **Theresa Fitzgerald**; **Leonard Robinson** is Wainwright's new district agriculturist; the Olds office welcomes **Anne Clarke**; moving out to Barrhead from Fort Saskatchewan is **JoAnn Hall**, **Reynold Jaipaul** is now with Trade Policy, coming over from production economics branch; **Ted Parker** from Social Services is with agrifood and processing development; and **Barbara Heitzman** has transferred over to the research division.

Good luck to the following people as they leave Alberta Agriculture:

Patricia Shier, **Bruce Chedzoy**, **Elva Stronski**, **Lavonne Stebanuk**, **Donna Pickle**, **Arlene Ross**, **Christine Brooks**, **Brenda Hart**, **Debbie Stelter**, **Ken MacPhail**, **Bruce Langridge** and **Elizabeth Russell**.

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Learning Beyond a Shadow -- Without a Doubt!

In the work force, practical experience is often looked at with higher regard than text book learning.

In a twist on that theory, a grade-eight student from Altario, Alberta, got an insiders view of Alberta agriculture's crop protection branch.

Last year, Michael Dorrance, head of plant industry division's problem wildlife section was approached by the principal of Altario school regarding their 'Careers 8' program. For one day, Larry Davis explained, a student would 'shadow' a staff member through his or her daily work routine.

"The purpose of the course is to give students the opportunity to study careers which they are interested in and to examine their suitability for those areas," says Davis, who doubles as the careers 8 instructor. "This examination is conducted in the classroom using education materials and in the work world through the experience of actually seeing people at work."

Not only do the students spend the day with their mentor, they spend the evening with them before their work day. "While we have been able to shadow people in their work, it became apparent we had another need," says Davis. "This need is to attempt to relate lifestyles to employment."

The program broadens horizons beyond the local community. "Our students are from a sedentary, homogenous community and are frequently exposed to professionals in urban settings. Their success, as they advance in their education, will be influenced by their knowledge and expectations of employment and hence the lifestyles they adopt," says Davis.

For Denise Maurice, department weed research and development supervisor, Careers 8 was a positive experience, for both herself and 13 year-old Daryl Oxamitny of Kirriemuir.

Oxamitny's exposure to Maurice's personal and work lifestyle began the evening of March 20, as she had two days off for teacher's convention.

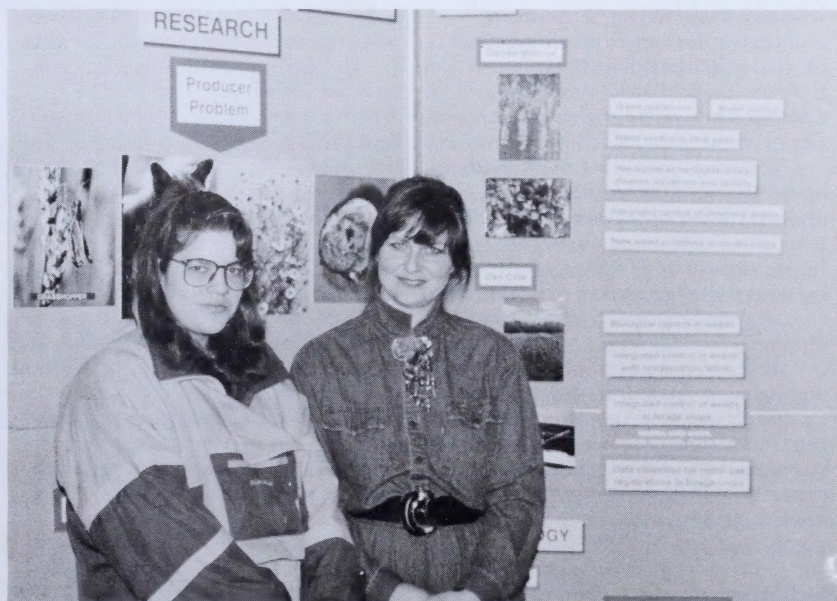
"The exposure to family life is really a wonderful idea," says Maurice. "It gives the student an idea of what to expect and in particular, how we balance a family and a career."

The following day began early for Oxamitny. At 6:30 a.m. Maurice's two children were fed and clothed, ready to

go to day care. The two arrived shortly after 8:00 am at Maurice's Edmonton office. Introductions were made and a short office tour was given to familiarize Oxamitny with Maurice's office surroundings.

The University of Alberta was the next stop of the day. "I wanted to show Daryl the co-operative efforts we have with the U of A, in particular, the Crops of Alberta display. This was a good time to show her the various cooperative projects--herbicide injury or how weeds move for example," says Maurice.

Vegreville and nearby points of interest including Elk Island Park were visited in the afternoon. Maurice has



Daryl Oxamitny and Denise Maurice pose briefly in front of Crop Protection's branch display before heading out to a day on-the-job.

Learning Beyond a Shadow... (con't.)

been working on weed resistance in conjunction with the Alberta Environmental Centre at Vegreville and she wanted Oxamitny to see the project.

"I showed Daryl examples of weed resistances and the potential ramifications of cross resistance. We also toured the growth room facilities to show what the weed researchers do during the winter months."

Oxamitny went home with a better knowledge of the day-to-day life of an Alberta Agriculture employee, as well as some wild oat cookies. But, Maurice says the event will probably not be the single major influence in Oxamitny's career choice.

"It will certainly help, however," says Maurice. "I think it gives the student a better understanding of how we operate, in my case, as a mother and an employee. But at that age, you know what your interests are—whether you like science or working outside, for example. These little clues help in the major decisions they face down the road. This program helps to give direction to these interests."

The Goose Story

As Dr. John Paterson concluded his opening address at this year's Managing Agriculture for Profit (MAP '91) Conference, he shared "The Goose Story". Paterson is a clinical psychologist and co-host of the popular daily "That's Living" radio show. His goose story is about teamwork. He was applying it to the family farm. But its concepts also apply to our personal lives and to us as we work together as the Alberta Agriculture team.

—the editor

Next fall when you see geese heading south for the winter flying along in a 'V' formation, you might be interested in knowing what science has discovered about why they fly that way.

It has been learned that as each bird flaps its wings, it creates an up-lift for the bird immediately following. By flying in a 'V' formation, the whole flock adds at least 71 per cent greater flying range than if each bird flew on its own. (People who share a common direction and sense of community can get where they are going quicker and easier, because they are travelling on the thrust of one another.)

Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone and quickly gets into formation to take advantage of the lifting power of the bird immediately in front. (If we have as much sense as a goose, we will stay in formation with those who are headed the same way we are going.)

When the lead goose gets tired, it rotates back in the wing and another goose flies point. (It pays to take turns doing hard jobs - with people or with geese flying south.) The geese honk from behind to encourage those up front to keep up their speed. (What do we say when we honk from behind?)

Finally (Now I want you to get this), when a goose gets sick, or is wounded by gun shots and falls out, two geese fall out of formation and follow it down to help and protect it. They stay with it until it is either able to fly or is dead, and they then launch out on their own or with another formation to catch up with the group. (If we have the sense of a goose, we will stand by each other like that.)

A Sustainable Experience – The Agricultural Way

by Neil MacAlpine, Conservation and Development Branch

Learning about ways in which wildlife, engineering, agriculture and economics can all work together in win-win situations is how one University of Alberta student describes his work term with the Department of Agriculture.

"I've been both a farmer and an agricultural engineering student, and yet it's here at Alberta Agriculture that I've learned about the importance of on-farm water management," says Ron Ackroyd, a second year University of Alberta student.

Ackroyd is an agricultural engineering student in the Cooperative Education Program at the U of A. The program provides students with career-related work experience. After finishing his second-year courses, Ron worked for eight months with Alberta Agriculture as a survey and design technologist in the conservation and development branch's farm water management section.

During those months, Ackroyd received practical experience in surveying and drafting. He also helped design, construct and supervise the installation of several on-farm water management projects.

But this hands-on experience is only part of what Ron gained at Alberta Agriculture. Just as important is his new understanding about the underlying approach taken to soil and water conservation practices.

"Conservation is not just a buzz-word in the farm water management section. It is the fundamental concern in all that is done," says Ackroyd. "And it's not just agricultural conservation but a much wider concern for plants, wildlife -- the total environment."

Ackroyd was impressed by the commitment in Alberta Agriculture to a multidisciplinary approach to soil and water conservation. "Sometimes environmental and agricultural needs clash. Working at cross-purposes can result in lost opportunities and bad feelings... At Alberta Agriculture I've had the chance to discuss [water management] plans with specialists in

wildlife biology and habitat, and forages and annual crop production, and to develop plans acceptable to all the interested parties... Now I understand that non-confrontational solutions are possible and successful."

Multidisciplinary concerns have now become part of Ackroyd's approach to his own academic studies. He wants to know "not just how to drain excess water, but how to make the most effective use of it so it doesn't have to be drained at all; not only how much power is required to run different pieces of machinery, but what practices and types of equipment are the most effective in reducing soil degradation; not only the most economical means of moving or storing water, but how to manage it for the whole biosphere -- people, domestic stock, wildlife, plants and soil."

Summing up his experiences at Alberta Agriculture, Ackroyd says: "I've had a very rewarding work experience and have come away with a changed perspective on my profession and future plans. It has been the chance of a lifetime."



Tobacco smoke is made up of over 3000 components; several of which have been implicated in the development of diseases such as cancer, lung diseases and cardiovascular disorders.

As a smoker, you inhale 1,000 million particles for every cubic centimetre of cigarette smoke. Of this you retains as much as 70 per cent in your system.

You may get satisfaction from your smoke, but you also get: acetaldehyde, acrolein, ammonia,

Smoking: Kicking the Habit

arsenic, benzanthracene, benzopyrene, cadium, carbon monoxide, cresol, diethylnitrosamine, dimethylnitrosamine, formaldehyde, hydrazine, hydrogen cyanide, methylchrysene, naphthalene, nickel compounds, nicotine, nitrogen oxides, phenol, pyridine, urethane, vinyl chloride.

These are just some of the reasons to stop smoking. The more important and most obvious reasons are: your breathing will become easier; you'll have more energy; you'll look and feel better; and, you will gain the satisfaction of being in control of your health and life.

Can you really stop smoking? The answer is simple--YES! Over two million Canadians have quit smoking. Become a healthy statistic, not a deadly one.

Source: Personnel Administration Office, Occupational Health Service office: Edmonton 427-7440; Calgary 297-6239; Grande Prairie 583-5151; Lethbridge 381-5128; and Red Deer 340-5290.

Preserving an Agricultural Heritage

Historic sites are scattered across Alberta, and are visited by many tourists during the summer months. Many of these facilities are responsible in one form or another for preserving our agricultural heritage. But how is this accomplished?

One international organization, the Association of Living Historical Sites and Agricultural Museums (ALHFAM) was founded specifically to provide support for this specialized area within the museum field. It encourages research, the exchange of information and skills and assists in searching for special resources needed to enhance agricultural programs at historic sites and museums.

From a modest beginning in 1970, ALHFAM has grown steadily and now supports a membership of over 1000 people. This growing interest does not stem exclusively from the museum community. Economics, concern for the environment, the loss of genetic material as well as a growing interest in agricultural programs has prompted interest from many professions and special interest groups.

From June 15 to 20 ALHFAM's 21st annual meeting and conference will be held in Edmonton. The conference provides a unique opportunity for you to learn about the current concepts and practical considerations involved in managing rural history programs. Conference topics will include examining: animal rights; the preservation of genetic resources; heritage landscape design; costumes and textiles; safety; historic farm machinery; propagation and storage of plant material; and an equine workshop.

If you'd like more information on this conference, please contact Suzanne Dusome, conference coordinator at 431-2370 or Alberta Culture and Multiculturalism, historic sites and archive service, 8820-112 Street, Edmonton, Alberta, T6G 2P8.

1991 Census of Agriculture

-by David Walker

June 4, 1991 is census day in Canada.

Farmers will also be participating in this nationwide census.

It's important for you, as representatives of Alberta Agriculture,

to encourage your farmer clients to participate in the census.

The information that will be gathered in June will provide both Statistics Canada and our department with important factual material on our province's farmers.

June 4 CENSUS OF AGRICULTURE





April 21 - 27, 1991

April is volunteer month. Did you know...

- in 12 months five million Canadians volunteered; contributing over one billion hours, the equivalent of over half a million full-time, full-year jobs.

- 40 per cent of the adult population in Alberta volunteer, making Alberta the leading province for volunteer participation.
- the four most common reasons why people volunteer are: to help others; to assist a cause you believe in; to do something one likes; and feeling that you have accomplished something.
- volunteering initially increases with age from a low of 20 per cent for youths aged 15 to 24 years, to a peak of 37 per cent for 35 to 44 year olds. It then declines with advancing age to 20 per cent for persons aged 65 and over.
- a direct relationship exists between the participation rate of volunteers and their educational attainment. The rate ranges from a low of 14 per cent for those with 0 to 8 years of education to a high

of 45 per cent for those with a university degree.

- the likelihood of any one person volunteering rises with household income. Only 18 per cent of persons with a household income under \$10,000 volunteer, while 39 per cent of persons whose household income is \$60,000 or more do so.
- over 63 per cent of all volunteers are married. There is a significant correlation between volunteering and longer life and better health.
- religious organizations, sports and recreation and care and support organizations have the highest rates of volunteer involvement.

Source: The Insider, Wild Rose Foundation quarterly newsletter, Winter/spring 1991, Vol. 3, No. 5.

Deputy Minister's Column

Alberta Agriculture staff have once again risen to a major challenge. This latest, was contributing to the design of, information about and implementation of the Gross Revenue Insurance Plan (GRIP). I include the Alberta Hail and Crop Insurance Corporation staff as major partners and contributors to meeting this challenge.

By now, I'm confident we are all familiar with the GRIP acronym and the features of this safety net program for grain, oilseed and specialty crop producers. It combines crop insurance and revenue protection components so a farmer knows before he seeds what his target revenue for a particular crop will be.

I take this opportunity, not to discuss the program, but to salute the hard work of staff, both behind the scenes and on the front lines. In an extremely short time and considering its many details and revised options, our department has done a tremendous job in bringing this program to our province's producers. To date, we have held over 200 meetings attended by over 18,000 farmers. As well, there have been almost countless one-on-one consultations and phone calls.

District staff, along with regional and provincial marketing and economics specialists, have provided excellent presentations and constant consultation to interested and concerned producers. This team approach is one more example of their complete dedication to the agricultural public they serve.



I'd also like to pay tribute to a number of individuals whose behind the scene contributions have played a very important role in the development and delivery of GRIP in Alberta.

Ken Beswick (planning secretariat chairman) represented Alberta on the grains and oilseeds safety net task force. This task force, part of the "Growing Together" agri-food industry review, developed the original GRIP and Net Income Stabilization Account (NISA) concepts. (As an aside, most of the task force members were producers, reinforcing the critical role producers play in creating policy for their industry.)

Working with the Alberta Hail and Crop Insurance Corporation, Les Lyster (economic services director) helped to develop Alberta's GRIP program. He was also involved with staff training.

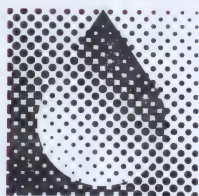
"GRIP numbers", from the premiums to indexed moving average prices, are integral to the program. Two people very involved with their development were Bill Schissel (statistics branch)

and Peter Woloshyn (production economics branch). They provided statistical and economic analysis required in the federal-provincial premium setting process.

Earlier I mentioned the staff of the AHCIC. AHCIC's field staff have been very busy with meetings and with individual consultations with producers interested in one or both GRIP program elements. They also must handle applications before the April 30 deadline. In particular, I'd like to single out three people for their leadership roles. Glen Gorrell (AHCIC general manager) is Alberta's official representative on the GRIP implementation committee. He is very actively involved in the implementation process as the corporation will now administer both crop insurance and the revenue protection program. As well, Rod Rains (research director) and Rick McConnell (research co-ordinator) have been instrumental in program development, program procedures, staff training and administrative mechanisms for program delivery.

I continue to be very proud of Alberta Agriculture's competent and dedicated staff. You can always be counted on to provide top-notch information and quality support to our province's agriculture producers. In a limited time span and in dealing with a new and complex program, your professionalism and work ethic have been more than admirable. You give meaning and action to department's mission statement: to support the maintenance and further development of a viable agriculture and food economy in Alberta. Congratulations on a job well done.

H. B. McEwen



ENERGYWISE
...it just makes sense.

Reading, 'riting and 'rithmetic have been replaced by reduce, reuse and recycle when you think of the three Rs. Those basic principles of a greener, more energy efficient society are taking root across the Alberta government in a program called "ENERGYWISE...it just makes sense".

Originally introduced in late January by Energy Minister Rick Orman during the Persian Gulf War, the ENERGYWISE program focuses on improved energy efficiency, environmental awareness and reduced fuel consumption in the province. The government is continuing this leadership role and the program is now being promoted in each department.

Alberta Agriculture has recently formed an ENERGYWISE committee. Chaired by the department's appointed energy efficiency co-ordinator Dave Yakabuski (finance and administrative services director),

the committee is developing a departmental strategy. Other committee members are: John Chang (engineering services branch), Doug Draffin (personnel), George Grainger (Alberta Tree Nursery and Horticulture Centre), Larry Lyseng (budget branch), Ron Saxby (accounts branch), Brian Quinn (conservation and development branch) and Cathy Wolters (print media branch).

ENERGYWISE has three main components: government fleet fuel efficiency, employee ride sharing and general awareness. All staff will receive a brochure about the ENERGYWISE program with their April pay cheques.

Stay tuned to Agknowledge for more information about specifics in our department and look for posters and brochures to come your way in the next weeks. In the meantime, the committee challenges you to walk, bike, bus or share a ride to work; combine business trips with colleagues; take your popcans and bottles to a depot; and, double side when you photocopy.

For more tips and ideas on how you can be ENERGYWISE, call 427-5300 in Edmonton. Outside of Edmonton, use the RITE line or dial "0" and ask for Zenith 22339.

On the Move

Welcome to the following people who have recently joined Alberta Agriculture:

John Gillmore, Irene Wenger, Bob Chaglani, Wendy Stakich, Duane Sandberg, Veralee Overwater, Tracy Hood, Leah Armstrong, Betty Tranter, Jill Demulder, Kenneth Milos, Nikololi Mensch, Paul Graveland, Desiree Jans, Elsie Windiuk, Patricia Ernst, Jim Kiss and Annette DeJong.

Transfers:

Coming over into information services from rural services is **Elvia Sandoval**; **Barbara Stroh** has come in to Edmonton from Camrose to become a member of the planning secretariat; **Greg Urichuk**, formerly Red Deer's DA is now with the Bow Island district office; joining on with

market development is **Audrey Colwell** from the poultry branch; and transferring from the Barrhead regional office is **John Tackaberry** as rural services new director.

Good luck to the following people as they leave Alberta Agriculture: **Lynda Ost-Thiessen, Beverly Smith, Kurt Neufeld, Peggy Hurd, Herman Wever, Debra Willis, Arlene Ross, Sherry Creech, Brenda Hart and Karen Andrews.**

And to those retiring: Administration branch head **Charles MacFarlan**; district agriculturist **Gabriel Tajenar**; senior agriculture economist **Mel Cameron**; soils branch head **Adolph Goettel**; and **Akos Pungor**, irrigation branch head in Lethbridge.

1991-92 Agriculture Budget Highlights

Agriculture's high priority was reaffirmed in the 1991-92 provincial budget on April 4. Agriculture was referred to as "a primary source of Alberta's renewable economic strength".

This year, over \$400 million in benefits will flow directly to farmers through stabilization, input assistance, and interest shielding programs. Department expenditures will decrease a modest 3.6 per cent. The Alberta Hail and Crop Insurance Corporation's budget will increase 103.4 per cent, with Alberta's commitment to the revenue protection program. The Agricultural Development Corporation and Alberta Agricultural Research Institute budgets will each decline by 10 per cent. In all, agriculture expenditures will increase 11 per cent in 1991-92.

Highlights:

- **The Farm Fertilizer Price Protection Plan**, receives another \$17.5 million, but will terminate as scheduled on July 31, 1991.
- On April 5, the **Alberta Farm Fuel Distribution Allowance** decreased by 2 cents for diesel and 3 cents for gasoline. The allowances will decrease by another 2 cents on November 1, 1991. Farmers will still be exempt from the 9 cent per litre provincial fuel tax, making Alberta home to the lowest cost farm fuel in Canada.
- **The Farm Credit Stability Program** has ceased to grant new loans, but it will provide \$63 million in interest savings to producers in 1991-92.
- A nine-month extension to the **Crow Benefit Offset Program**. It's hoped a decision regarding changing the method of payment of the Crow Benefit can be reached before the end of the calendar year.
- **In marketing**, \$1 million has been built into the base budget to help promote Alberta beef in the newly liberalized Japanese market.
- Irrigation allows crop diversification and value-added opportunities. This year, over \$68 million will go to **irrigation system improvements**.
- The future prosperity of agriculture relies on the continuing productivity of the land. Alberta is providing \$5.3 million for **soil conservation programs**.
- The recent merger of the Alberta Agricultural Research Institute and the Farming for the Future Program will allow for better co-ordination of our research efforts. Alberta's commitment to **agricultural research** will reach almost \$6 million.

For copies of the budget speech and departmental profiles, call Alberta Treasury at 422-2070, or 1-800-465-2288.

DO YOU HAVE AN AG-KNOWLEDGING IDEA?

If so - I'd like to hear about it!

As *Agknowledge* editor, I'm always looking for new and exciting events happening with Alberta Agriculture and happening to department staff. If you hear an exciting story about a department program, staff accomplishment or an idea you think would be valuable information to the rest of the department staff, please fill out this form. And you may see your ag-knowledging idea published in the next issue!

PLEASE FILL OUT THIS FORM...

STORY IDEA: _____

WHO: _____

WHAT: _____

WHERE: _____

WHEN: _____

YOUR NAME: _____

BRANCH: _____

PLEASE FORWARD TO: Tracey Munro
Agknowledge Editor
Print Media Branch
Edmonton
Phone: 427-2121

Ag-knowledge

a newsletter for Alberta Agriculture staff

Alberta
AGRICULTURE

June, 1991

Moving up Management's Ladder

In addition to developing better people skills in her new management position, Betty Vladicka has promised herself she'll keep her office floor clean.

Vladicka has left her infamous piles of paper and job as extension horticulturalist at the Alberta Tree Nursery and Horticulture Centre for a year-long stint as associate trade director with the market development branch.

She's Alberta Agriculture's first participant in the provincial public service's newly implemented Accelerated Management Training Program. Vladicka says organizational and people skills will be a must as she focuses on special projects for Pacific Asia.

Doug Draffin and Barb Stroh assisted in co-ordinating the program with the province's personnel administration office. Twenty other departments are also participating in the program.

"The primary goal for this program is to prepare and encourage women to take advantage of management opportunities within the government," says Doug Draffin.

"We want to assist with Betty's career development through planned learning—learning in the forms of self assessment, training and work experience. It is also important to equip her with the knowledge, skills and abilities for her to compete in Government management job competitions," he adds.

It took almost a year to prepare for the position says Vladicka. From September '90 to March '91 she developed situational leadership and listening skills and participated in career planning sessions.

The development assignment portion of the program began on April 1 and extends until the end of the 1991-92 fiscal year. "The first half of the assignment will look at incoming missions, projects and trade shows dealing with the Japanese market," says Vladicka. "Later on I'll be focusing on other areas of the pacific—Taiwan, Korea, Hong Kong,—assisting with their inquiries. I see this as a great opportunity to experience an entirely different culture."

Vladicka says she's sure she'll run into other differences, especially coming from a production background. "In production you're always trying to meet a maximum yield requirement. In terms of marketing, you get a global perspective. This way

you're analyzing the production and processing in order to meet a need."

The combination of the two elements she says will give her a greater understanding of production when she heads back to the Tree Nursery next spring.

Other women who are interested in the program and want to apply, says Draffin, should currently be in a professional, senior administrative or technical position. You should also have two years of post secondary education, minimum five years work experience and have displayed proven leadership and management skills as shown in an acting capacity.

As for Vladicka, she applied as the program information passed by her through a mail file. Now, a year later, she's glad she had her application in at 4:15 on the last day. But for now, she says she's enjoying her new challenges and quickly gaining an appreciation of the problems other Alberta Agriculture staff face.

"I think the world is smaller than it actually is," she concludes.



PERFORMANCE MANAGEMENT WORKSHOP



A Lesson in Performance

Working day-to-day seems to be a natural function for many of us. But, have you ever stopped to think about how you'd manage how someone else approaches their daily tasks?

That was the underlying question some 80 Alberta Agriculture managers examined when learning about performance management.

At six separate three-day courses, managers from across the province learned the necessary parts, operation and techniques of performance management.

"We have learned through research and experience," says Georgina Riddell, one of the Alberta Agriculture's personnel administrators, "that employees need to know what is expected of them and to receive constructive feedback on how they're doing. The performance management system provides the essential tools you need to positively influence your staff's behavior towards department and other specific goals," she says.

During the courses, managers focused on: dealing with job design and redesign; understanding themselves and their own approaches to the work setting—their personal leadership style; techniques for monitoring, assessing and giving feedback to staff, how to coach and counsel to improve performance; and, finally, how to conduct meaningful progress reviews and annual performance appraisal interviews.

"There was a strong emphasis on understanding how to work with the employee in setting good objectives and performance indicators," says Riddell. "I think the interaction of the participants, in addition to the several case studies was a really helpful experience."

The sessions were so helpful, in fact, that there is the possibility of modifying the existing seminars for supervisory staff in non-managerial positions says Riddell. An information brochure will be distributed if these seminars are a "go".

From Region to Region



- Often it's a milestone when married couples reach their silver anniversary. Recently, a couple within the Department celebrated 21 years together, both married, but not to each other. At **Akos Punkor's** retirement banquet in Lethbridge last month, **Erica Wentz** was recognized with a dozen long stemmed roses for her loyalty and expertise after working with Akos for 21 years.

- Job shadowing seems to be catching on at Alberta Agriculture. Recently **Kay Dean**, district home economist for Stettler had Heather Fawcett in for a day in the life of a DHE. Fawcett, a grade nine student from Consort became involved in the project as part of a personal living skills class at their school. Says Fawcett, "I was glad I was able to shadow an occupation that I wanted for myself in the future. So who knows, maybe in the future I'll become your next district home economist!"
- The Fairview regional office wants to put out a challenge to all those athletic employees of Alberta Agriculture. The weekend of August 24 marks the second annual "Fairview Quadathlon". Teams cycle 17 miles, swim one mile across the Peace River, canoe four to five miles back up the river, and finally run two miles up the river banks to the finish area. **Lee Melvill**, regional marketing specialist says staff will billet teams in Fairview for the event. If you have an energetic bunch, or just staff from many different offices, you can contact Lee at 835-2291.



- **Ed Bristow**, dairy production branch head "got down", and obviously far enough to win the celebrity cow milking contest at the 5th Annual Alberta Dairy Congress and Holstein show. Apparently Bristow beat out other contest celebrities Randy Mitten, NHL Linesman and Maureen Kushak, Alberta Dairy Princess.

- Photo courtesy of The Leduc Representative

Plain Writing Can Cut Costs

Plain, simple writing techniques has proven to save millions of dollars in time.

Alberta Agriculture staff are often faced with a double-edged sword when writing—thinking you have to use highly technical information when explaining a process, or trying to find an easy way to explain a complex government program.

The next time you pick up your pen or turn to your computer, keep the following study in mind.

A recent study, using 225 U.S. Navy personnel, revealed that officers took from 17 to 23 per cent less time to read a well-written document than one written in bureaucratic style. Also, more than twice as many officers felt they had to reread the bureaucratic-style memos.

Researchers concluded that “the Navy alone could save annually between \$27 and \$57 million worth of wasted reading time if its officers used the plain style.” And the savings could go as high as \$300 million a year if all naval personnel were included.

The plain style had the following characteristics:

- The purpose appeared in the first paragraph. Purpose was buried in the bureaucratic style.
- A sentence listing the major points to be covered followed the purpose statement.
- The documents were made visually appealing—with headings, subheadings, lists and ample white space.
- Short sentences using a subject-verb-object word order were used.
- Paragraphs contained no more than two to four sentences on average.
- Writers wrote to express ideas clearly—not to flaunt their vocabulary.

So when you're thinking about writing your next memo or newsletter article, get rid of your technical jargon and keep it simple!

Source: James Suchan and Robert Colucci, writing in *Business Horizons*, Indiana University Graduate School of Business, Bloomington, IN 47405 from *Communications Briefings*, Volume 10, Number 8, June 1991.

Mileage Rates Change

As of April 1, 1991 here are the following mileage rates for **Class A* drivers:

- \$0.27/kilometre to 10,000 km
- \$0.20/kilometre over 10,000 to 20,000 km
- \$0.135/kilometre over 20,000 km

Rates for ***Class B* will increase by one cent over the new 'Class A' rates.

Class A drivers are permanent Alberta Agriculture employees

***Class B* drivers are those whose business travel is chiefly in northern Alberta

Deputy Minister's Column

Alberta will have the special privilege this summer of hosting the annual conference of federal and provincial Ministers of Agriculture.

Rotating among provinces, this conference brings together agriculture Ministers from across Canada to make decisions that have enormous influence on the industry we all serve. Last hosted by Alberta in 1981, this year's conference will be held in Kananaskis during the first week of July.

The last two years have been eventful ones for the Canadian agriculture and food industry. The Agri-Food Policy Review was officially launched in Ottawa during December, 1989, and committed governments and industry to undertake a comprehensive review of our industry and the initiatives that might be taken to advance its prosperity and security.

1990 was a year of study and examination within this review, and was characterized by collaboration and consultation between governments and industry. 1991 will be a year of action following the 1990 activity, and decisions by Ministers in Kananaskis will define the shape of this action.

Whereas development and agreement on new income safety nets for the grains and oilseeds industry was the most visible result of 1990 activity, much in addition to this was progressing within various committees. New safety net concepts now in place or contemplated will provide a new measure of security for agriculture, and the



scene has now shifted to initiatives that will encourage the agriculture and food industry to grow.

Emphasis now is on actions which will enhance competitiveness in the agriculture and food industry. New farm management initiatives, restructuring the supply managed industries and resolution of longstanding grain transportation problems will be the major focus of Ministers this summer.

Notwithstanding continuing stormy weather, these are exciting times in our exciting industry, and the Kananaskis conference will set the stage for changes in agriculture that will lead to a future which is even more aggressive and market responsive. Just as those who gain their livelihood directly from the agriculture and food industry face change, so do we who serve that industry face change. We can do no less than we expect from industry in meeting the challenge of change. This is the essence of our Strategic Management Plan.

To all those who have worked to make the conference a success I extend my appreciation. To all of us who will be affected by decisions taken at Kananaskis I offer my conviction that resourceful people will respond to change in creative ways.

Ag~knowledge

a newsletter for Alberta Agriculture staff

Alberta
AGRICULTURE

August, 1991

A Milk a Day Keeps the Doc Away?

Milk drinkers and butter eaters may be less prone to heart attacks says a recent British study.

However, an Alberta Agriculture provincial food and nutrition specialist says certain factors must be weighed while analyzing the facts.

"Wouldn't it be great if this were all true," says Aileen Whitmore. "But I would say this one lone study hardly gives conclusive proof that milk prevents heart attacks."

The 10-year study of 4,200 middle-aged men revealed those who drank just a pint of milk a day were nearly 10 times less likely to have a heart attack than those who drank no milk at all.

There were heart attacks among nearly 10 per cent of the men who drank no milk, compared to 6.3 per cent for those who drank a half a pint and 5.8 per cent for those who drank between a half a pint and a pint. The incidence of heart attack was only 1.2 per cent among those drinking more than a pint of milk a day.

The study involved having men keep track of their intake of 20 feeds during the 10-year period beginning in 1980. According to one researcher, it made no difference whether the men consumed whole, low-fat or skimmed milk.

Butter was one of the other 19 foods studied. Butter eaters had half as many heart attacks as men who switched to margarine during the 10-year period.

"The link between saturated fat and heart disease was first suggested because of the apparently higher incidence in areas where men had a more fatty diet," said one of the investigators. "But there were 100 other differences, and it is very tenuous to blame it on fat, especially in milk which is a wholesome, natural food."

After reading the study, Whitmore says that no profiles were given on the men and few details were released. "It's just really difficult to determine just how accurate this information is," says Whitmore.

Source: *Farm Flashes*, Hoard's *Dairyman*, May 10, 1991

The Cat and Your Tongue

You may have been many situations where you've felt like the cat has got your tongue. Literally.

But knowing that old cliché, you realize that can't be possible.

Animals, birds, insects, reptiles play a large role in our lives, whether it's for entertainment, recreation, protection, clothing, even company.

Ponder the following phrases, many of which we weave into our daily conversational language, and have a good laugh.

"Hungry as a horse. A wolf in sheep's clothing. Stubborn as a mule. Cranky as

a mother grizzly. Jumpy as a March hare. He's a real rat. A memory like an elephant. Sneaky as a coyote. Sly as a fox. Slow as a turtle.

As welcome as a skunk at a birthday party. Innocent as a lamb. He's really gone to the dogs. A sex kitten. Ornery as a hog on ice. Quick as a bunny. He's an old goat. Sometimes we pig out.

Lazy as a pet coon. A real weasel. Blind as a bat. Is she ever catty. A bear of a man. A mustached like a walrus. The morals of an alley cat.

Sicker than a dog. Walks like a cat on hot bricks. Took off like a scalded cat. Like a bull in a china shop. Someone who has a lot of horse sense.

A whale of a time. A real night owl. Are you a hawk or a dove? What's good for the goose is good for the gander. A real mother hen. A cocky young rooster. Proud as a peacock. As the crow flies. Graceful as a swan.

He drinks like a fish. Slippery as an eel. Dangerous as a rattlesnake. No flies on his nose. A fly in the ointment. Busy as a bee. Slow as a snail.

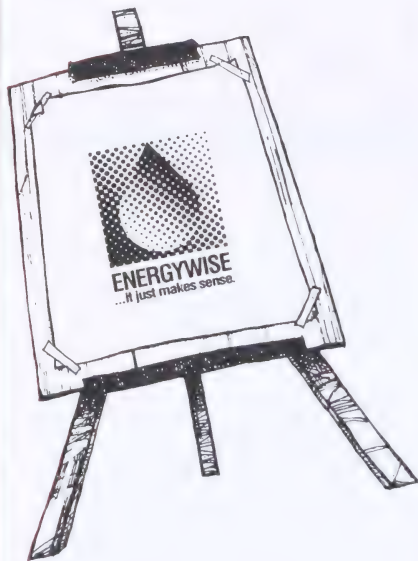
So tight, he'd skin a louse for its tallow. Most of us have kids, and some of them have nannies.

Now isn't this whole column a lot of bull?"

• • •

Special thanks to Leonard Freisen, who researched and wrote the clichés, which were found in their original form in the June issue of "Alberta Beef".

An Energy Carol



Headquarters staff had an opportunity to view "An Energy Carol", an energywise adaption of the old Dickens tale by the National Film Board (NFB) in early July. The humorous 11 minute video is readily available from the NFB.

During July, staff at the J.G. O'Donoghue Building were surveyed about ride sharing. Committee members Doug Draffin and Larry Lyseng were pleased with the 37 per cent response. Ninety-two people indicated they would be interested in ride sharing. Mention was also made of co-ordinating programs with the adjoining Public Works Supply and Services (PWSS) staff.

Another questionnaire also circulated this summer. It asked questions of the department's fleet users. Results were being compiled as Agknowledge went to press.

All staff should be on the lookout for Energywise posters that we will coming to their offices or office buildings soon.

Alberta Agriculture's Energywise co-ordinator is Dave Yakabuski. The other committee members are John Chang, Doug Draffin, George Granger, Donna Herman, Larry Lyseng, Ron Saxby and Cathy Wolters.

Layman's Lingo for Prairie Expressions

Thanks to the engineering crew at the J.G. O'Donoghue Building in Edmonton for this thought-provoking puzzle. Test yourself and see how you do! See the next issue for the answers and more expressions.

- | | |
|------------------------|--------------------------------------|
| 1. Caught using purple | _____ Canada Jay |
| 2. Chicken feed | _____ strip of land between sections |
| 3. Whiskey Jack | _____ Carter disc |
| 4. Spits | _____ disc harrow |
| 5. Noble Blade | _____ plough blade |
| 6. Poverty box | _____ empty boxcar |
| 7. Hay burner | _____ pennies, nickels and dimes |
| 8. Carter disc | _____ sunflower seeds |
| 9. Road allowance | _____ using illegal gas |

From Region to Region

Attention all Agriculture Wayne Gretzky's! It's time again for the annual 'Ministers Cup' hockey tournament.

The 'Ministers Cup' is an Edmonton tournament involving various government departments. Lamont district agriculturist **David Wong** says hockey ability is helpful, but not always necessary to enter. He says Agriculture had a great showing last year with two teams entered.

The cost is approximately \$30.00 per person, and a minimum of three games will be played. If you'd like to play during the weekend of September 26 to 28, contact Wong in Lamont at 895-2219.

It seems the Agriculture head office in Edmonton is being overrun by joggers these days.

Six of our staff were entered in The 'Beat Beethoven Run', held in Edmonton during the last weekend of July.

Among the joggers were: **Jack Hazelwood**, **Leon Marciak** and **Randy Bjorklund**, conservation and development; **Gail Matheson**, planning secretariat; and **Jean Wilson**, home economics branch. **David Scott**, systems engineer from the engineering branch, devised and organized a unique system to accurately tabulate the times of the runners at the finish line.

The run is a five mile race which raises money for the Edmonton Symphony Orchestra. The annual stint had almost 1800 participants.

(con't on page 4)

Can You Spell Ca.no.la (Cuh-noh-luh)?

Canola has come of age. It's now sprouting up in dictionaries. The Penguin Canadian Dictionary (1990) includes it in its list of "C: words. The American Heritage Dictionary has started a file on canola. It's now being tracked by the dictionary's editors. Words which show sustained use eventually make it into the dictionary.

Source: *Canola Digest* - June/July 1991

Deputy Minister's Column

The Canada/Alberta Soil Conservation Initiative (CASI), a three-year federal/provincial agreement to encourage soil conservation in Alberta, will come to an end in 1992.

Beginning in 1992/93, new Federal/Provincial Green Plan agreements are expected to address a wider range of environmental issues currently facing Alberta's agri-food sector. The number and diversity of issues identified as affecting the environmental sustainability of Canada's agri-food sector emphasizes the need for future environmental programming to go beyond the soil conservation focus of existing programs and take a broader approach to managing the natural resources that agriculture uses and shares.

Alberta Agriculture, in cooperation with Agriculture Canada, established a public consultation process to help develop priorities for future environmental programming. On June 3, 1991, 80 representatives from a wide range of agricultural organizations, public interest groups and government agencies attended the first of two workshops to prioritize the environmental issues facing agriculture in Alberta and to identify the most appropriate actions for resolution. Based on input received at this meeting, government officials developed a Draft Action Plan and circulated it to participants for review.

The Draft Action Plan provides a framework for environmentally sustainable agriculture programming in Alberta over the next five years. It recognizes the need for both farm and processing based programs and for flexibility in support of proposals in these areas. Water quality monitoring and urban awareness are other program components of the plan. These programs are intended to provide a comprehensive, integrated approach to managing agriculture's resource base.



At a follow-up workshop held on August 6, participants addressed the appropriateness of this plan to foster environmentally sustainable agriculture in Alberta. I had the pleasure of participating in this forum and to witness a very positive reaction to the proposed programming. The Action Plan will now be modified to reflect the recommendations emanating from the consultation process. Discussions between Agriculture Canada and Alberta Agriculture officials will be commencing shortly and this Action Plan will receive full consideration in the drafting of a new five-year federal/provincial environmentally sustainable agriculture agreement.

I commend Brian Colgan and others in Irrigation and Resource Management on this consultation process and the overall initiative. The sustainability of our agriculture and food industry is a continuing emphasis of the Department.

H.B. McEwen

On The Move...

Welcome to the following people who have recently joined Alberta Agriculture:

Jane Calvert, Mildred Currie, Anthony Pickard, Lavonne Stebanuk, Glynis Falloon, Kirby Bashnick, Helen Komarynsky, Anand Ratananoan, Andrew Carmen, Debra Van Gaalen, Elaine Bryson, Phyllis Senneker, Tracey McGrath, Roy Elander, Mary Zvonkovic, Michelle Durand, Gerald Stark, Laura Plant, Joy Komarnicki and Sheryl Priest.

Transfers:

Diane Ostrowski is moving to the other side of the J.G. O'Donoghue from transportation economics to statistics; moving across third floor from marketing services to market development is **Carol Love**; **Michael Pearson** is travelling from Eaglesham to Edmonton to work with resource planning; transferring from crow benefit to central program support is **Elaine Kalynchuk**; heading westward from Provost to Wetaskiwin is **DHE Maxine Anderson**; and **Nancy Cassidy** has left Recreation and Parks to join field services in Stettler.

Good luck to the following people as they leave Alberta Agriculture:

David Kaminski, Audrey Kuzyk, Jennifer Bruno, Ron Elder, Linda Drennan, William Coffey, Jim Kiss, Mike Rudakewich, James Schwindt, Brenda Lennox and Monica King.

Region to Region (con't)

Hector Goudreau doesn't look like a mechanic in disguise. But when called upon, he follows through in true form.

Jodi Johnson, his former secretary and current Alberta Agriculture secretary in Wetaskiwin, can attest to his great mechanical ability.

While on holidays with her family visiting the Goudreau family, Johnson says upon leaving the Peace River swimming pool, they heard a large CLUNK.

The muffler had fallen off. Goudreau came to the rescue and had it fixed in no time.

Ten miles later, they heard another CLUNK.

No. It wasn't the muffler. It was a very flat tire.

And through it all, Goudreau managed a smile. Or, somewhat of a smile!



Hector Goudreau manages a smile while fixing his flat tire!

Test Yourself...

On Advertising

Many of you have been faced with placing or writing advertisements. Here are some questions relating to advertising. They are based on a variety of research studies conducted over a period of time.

See how many you can answer correctly.

1. Is fear a good appeal to use in advertising to persuade people to change their behavior?
 - A. Yes
 - B. No
 - C. Yes, if the solutions to the problems generated by the fear are offered.
 - D. Yes, but only when dealing with children and elderly people.
2. What percentage of the population has been found to be innovators and early adopters, people who are interested in change and can be persuaded to take risks by adopting new products?
 - A. 8%
 - B. 12%
 - C. 16%
 - D. 38%

3. The maximum number of words people can comfortably remember in a slogan is:
 - A. 5
 - B. 7
 - C. 9
 - D. 11
4. A major study found that ads in the front section of a magazine increase readership over those in the back section by:
 - A. less than 1%
 - B. 8%
 - C. 15%
 - D. more than 20%
5. Which types of ad headlines win the most awards?
 - A. Question headlines
 - B. Curiosity headlines
 - C. Headlines using a familiar saying with a twist
 - D. Headlines that offer news or information
6. The most important element in a direct-mail ad campaign is:
 - A. the copy
 - B. the envelope teaser
 - C. the mailing list
 - D. the offer

Answers: 1.C 2.C 3.B 4.A 5.C 6.C

Agknowledge is published six times a year for the employees of Alberta Agriculture. Story ideas or letters to the editor should be sent to:

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Thanks to the following staff who made contributions to this issue. We appreciate it! Chris Balke, Ken Blackley, Tamara Hursin, Jodi Johnson, Gail Matheson, David Scott and David Wong.

007 29 1991

Alberta
AGRICULTURE

Ag~knowledge

a newsletter for Alberta Agriculture staff

October, 1991

The Party's Over...

When party lines officially ceased to be in Alberta, many of us heaved a collective sigh. No more code words to avoid the one person who always listened in, no endless waiting for the longwinded who always seemed to phone another party on your line and no laughing at urban visitors who wondered how come you weren't picking up the ringing telephone.

Agknowledge knows there must be hundreds of good stories related to Alberta Agriculture staff's life and work and party lines, and we invite you to reminisce with your colleagues. Simply send in your best stories and we'll print them to say a fond good-bye to a part of rural life that was frustrating, entertaining, informative, sometimes rude, but most times hilarious.

To get you started, here's a 20-year-old memory from Agri-News editor Cathy Wolters. Lines in her hometown area, Vermilion, were switched this spring, but her memory comes from March 1971.

'Being on a party line ruined one of my first news "scoops", the birth of my youngest sister 20 years ago. We older three had stayed the weekend with our grandparents, while Mom was in labour and Dad went home to feed the cattle. Finally the baby arrived late on Sunday evening. Dad phoned the bus driver to say we wouldn't be on the bus because he'd be delivering us to our school. (At the time we were attending a one room school, another lost icon).

My brother and I got to announce the momentous news to our teacher, but when the first busload of children—not from our bus driver's route, but from his party line—arrived they already had questions for us about our new baby: someone obviously had been listening in when Dad called the bus driver. My eight-year-old feelings were hurt. That wound has healed, but I wonder if news will still travel as fast without the old party lines!'

Send your stories to the **Agknowledge** editor, Print Media Branch, Edmonton by November 15. Prizes will include two free passes to the AGT museum in Edmonton to see the last party line phone and other exhibits, plus two Alberta Agriculture tote bags to carry your memories in.

Low Grain Prices Erode Buying Power

Nothing gives a clearer picture of the crisis in the grain economy than how severely grain farmer's buying power has been eroded by plummeting prices. The following comparison was published in August in the 'Regina Leader-Post'.

Just how low are grain prices? Well, it takes a lot more bushels of wheat to buy a car today than it ever did before.

There are lots of ways to look at the \$95 a tonne 1991-92 initial price for No. 1 red spring wheat and all of them are depressing for farmers.

This is the first time since 1975 that a tonne of top-grade wheat has fetched less than \$100.

And of course, the initial price isn't what farmers get. Handling and transportation charges drop the farm gate price down even further to about \$80 a tonne.

But in terms of buying power, that \$80 today is much less than \$80 was in 1975 before the effects of inflation.

(cont'd on page 2)

Low Grain Prices (cont'd)

And needless to say, \$80 went even further in the 1930s, another time when wheat prices fell drastically.

A visit to the Leader Post archives shows that in Depression-ridden 1932, you could buy a Pontiac coupe automobile for 2,725 bushels of wheat. In 1991, a Pontiac Sunbird coupe will cost you 4,170 bushels.

Not only transportation is more costly.

Furnishing a home also cost more wheat. A sofa and chair set cost about 185 bushels in 1932 and about 550 bushels today. In the bedroom, a three-piece walnut set cost about 285 bushels in 1932. In 1991, it cost about 600 bushels.

Even the small things cost more bushels.

A five-pound rib roast would cost about two bushels in 1932, 6 1/2 bushels in 1991.

Sixty years ago, a bushel of wheat would buy seven Leader-Posts. Today it buys a farmer only four papers.

And pity the poor farmer in love.

A dozen red roses for a true love costs a little more than eight bushels in '32. Today, 12 long-stemmed red blooms cost 22 bushels.

And he can forget about drowning his sorrows. A bushel won't even buy him a beer in a bar today.

The only bright spot is that in 1932, the average yield was a drought-reduced 14 bushels an acre. This year, thanks to good weather and superior crop varieties, the average yield will probably be double that.

Source: *Regina Leader-Post, Thursday August 8, 1991*

Layman's Lingo for Prairie Expressions

It seems in the midst of production last issue, the wrong column of answers were listed. Anyway, here are the **right** answers to last time's Prairie Lingo expressions: 1. using illegal gas; 2. pennies, nickels and dimes; 3. Canada Jay; 4. sunflower seeds; 5. plough blade; 6. mower attachment to save short heads of grain; 7. horse; 8. seed cleaner; 9. strip of land between sections.

Here's another 9 expressions to figure out before next month.

- | | |
|-------------------|---|
| 1. Porch Climber | _____ sky |
| 2. Trudeau acre | _____ quarter |
| 3. Hockey puck | _____ hectare |
| 4. Acre | _____ forty rods long and four rods wide |
| 5. Shin plaster | _____ bottom of elevator shaft |
| 6. Boot | _____ sidestepping manure in the barnyard |
| 7. Barnyard Polka | _____ ties the knot on a binder |
| 8. Big blue bin | _____ home brew |
| 9. Bill hook | _____ frozen horse droppings |

From Region to Region

Top CHEA Lobster Jockey

Edith Zawadiuk, regional home economist for Region IV, has won many awards in her career, but being a winning lobster jockey tops them all!

Edith attended the Canadian Home Economics Association Conference in Halifax, Nova Scotia in July. One of the social events included a lobster supper, of course. As a preliminary to the supper a lobster race was held. Four home economics jockeys were chosen to entice male lobsters to race along a two metre tank to join a female lobster at the other end. The jockeys held long sticks which could be used to tap the sides of the tank or stir the water to speed up their racers.

Edith very quickly found out that by keeping her big stick moving in front of her lobster, he was very motivated! Her number three lobster won by many lengths!

The proceeds of the betting went to the Canadian Cancer Society.



Edith spares an extra moment after the race to pose with her 'speedy' lobster

(cont'd on page 3 and 4)

United Way Campaign Launched

United Way volunteers were piped through the atrium of the J.G. O'Donoghue Building September 25 to launch the department's campaign. Each of the canvassers was presented with a gold United Way lapel pin by Deputy Minister Ben McEwen. The Deputy Minister also expressed his support in a brief speech and helped set up the main campaign thermometer.

Alberta Agriculture's target for 1991 is \$42,000, up from the previous year's goal of \$30,000. In 1990 department personnel donated \$38,649, earning a silver recognition award.

"With a continued growth in preferred giving and increased support by payroll deductions, we feel this goal is within reach", says Committee Chair, Kim Whitehead. The preferred giving option, which was introduced last year, allows you to allocate your gift to specified agencies - including charities that are not United Way members.

Brief group meetings will be held in headquarters and other buildings in the Edmonton area. These small meetings have proven to be an excellent way to provide information to staff and answer their questions. "We usually try to have a bit of fun too," says Whitehead.

The short video that will be featured at the meetings shows how the United Way increases the capacity of people in the Edmonton area to care for one another.

This year's Campaign Committee members are: **Kim Whitehead** (Central Milk Testing Laboratory); **Ralph Shute**, vice chair/secretary (Health Management Branch); **Emily Samoil**, treasurer (Research Division); **Laura D'Amico**, assistant treasurer (Central Program Support); **JoAnne McCormack**, canvassing co-ordinator (Personnel Division); **Scott Reid**, publicity co-ordinator (Print Media Branch) and **Shirley Myers**, past chair (Home Economics Branch).

From Region to Region (cont'd)

And the Plot Thickens...

The I.D. #22 Applied Research Association along with Department staff from the Peace Region participated in the 1991 Dawson Creek Peace River Soil Conservation Association's annual tour.

As this tour began at 9:00 a.m. British Columbia time, it required an early start for those of us travelling from farther afield. In fact we left for Dawson Creek at 5:30 a.m. our time.

As we neared the last plot of the day, Mark George, regional conservation technologist appeared to run out of steam. In fact, the music he created, rattled his window.



Oh my! What an interesting tour!

Quotable Quotes

"Words fascinate me. They always have. For me, browsing in a dictionary is like being turned loose in a bank."

-Eddie Cantor (1892-1964)
U.S. Comedian, Broadway and Vaudeville star.



The United Way Committee from Alberta Agriculture look on as Campaign Chair Kim Whitehead announces the target goal of \$42000 for 1991.

Deputy Minister's Column

This column addresses the low morale and lack of spirit and hope which is evident in many farm families, especially those engaged in straight grain farming. I will not elaborate on the need to assist those farms in adjusting and diversifying their operations, but rather on the importance of our staff to be positive in this depressing environment.

I credit John Knapp, Director, Northwest Region, with my decision to bring this message to you. In John's September report he states, "Farm family morale varies from poor to average depending on the type of operation and tenure. Operators of highly leveraged (usually younger) farms and straight grain operations foresee a bleak future. While NISA has somewhat softened the blow, initial price announcements have further depressed an already flagging morale in the grain sector".

John goes on to point out how district staff are being coached to be sincere and empathetic listeners to our depressed clients but to avoid "becoming depressed with them" thereby losing our energy and effectiveness. I could not say it better.

Farmers are rallying across Canada, not just in Alberta, in search of assistance for their income and cash problems. Some individuals and groups verge on militancy. I am more concerned with the large numbers who seem to have given up, those with whom a general malaise seems to have set in.

I don't know whether the federal government will provide any additional "third line of defense" assistance to farmers in light of severely depressed grain prices. I do know that our provincial government continues to provide income support unequalled in other provinces. I also know that district, regional and provincial Alberta Agriculture staff are without equal in developing and delivering programs and services to farmers and farm families.

As John says, be empathetic but positive and energetic in the delivery of these services, in our interface with farmers. May your attitude and spirit rub off on our depressed clients, not the reverse.

From Region to Region (cont'd) Agriculture Accelerators

This group, better known from the Leduc Food Processing Centre as the Alberta Agriculture Accelerators, (for the 5th year in a row) entered their team in the 8th Annual Leduc Trek. The Trek consisted of canoeing, walking, swimming, cycling and running 22.5 km in total. Despite the record 32°C on August 18, the Accelerators placed 4th. The Accelerators are: (Back row l-r) Bev Davies, Yvette Davies, Lorea Ladner, (Front row l-r) Connie McPherson, Susan Lutz and Gail Kruger.



On The Move. . .

Welcome to the following people who have recently joined Alberta Agriculture:

Patrick Marce, Giang Truong, Melodie Steinhauer, Gary Seutter, Madeline St. Louis, Elaine Sky, Wendy-Ann Olson, Verna McDowell, Giang Truong and Sharon Stollery.

Transfers:

Emile DeMilliano is back in Edmonton with Agri Food Processing on a six-month secondment from Lamont.

Good luck to the following people as they leave Alberta Agriculture:

Bryan Lorraine, Carroll DePape, David Ward, Les Kruszewski, Bryant Fairley, Clifton Foster, Cheri Woodruff, Elaine Larsen and Burnadene Ebanks.

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Editor: Tracey Munro

Typesetting: Carolyn Boechler

Thanks to the following staff who made contributions to this issue. We appreciate it!

Kay Dean, Gail Kruger, Scott Reid and Cathy Wolters.

Agknowledge

December, 1991

The more things change, the more they stay the same

Longevity has many rewards, but the unique opportunity to evaluate an extension activity of 35 years ago doesn't come around very often.

For **Edith Zawadiuk**, now northeast regional home economist, that very special occasion occurred this fall as the Mallaig Farm and Home Study Group reconvened, meeting on the third Monday of the month as they had in years gone by. Then **Zawadiuk**, the district home economist, and Marcel Chevrette, the district agriculturist, had been facilitators. Ag fieldman Stan Powers and parish priest Father Primeau were often part of the activities.

But for this reunion meeting, **Zawadiuk** says the group reflected on the topics they discussed in the late 1950s and the value of their self help and support group.

"It was interesting to note that discussion topics that were relevant then, are still relevant today," she says. "In 1956 we discussed goal setting for five and ten years and plans for retirement. We talked about record keeping

and budgeting. We started with record keeping in a scribbler and moved to single entry bookkeeping in the Prairie Farmers Record Keeping Book."

The Mallaig group was in existence for five years, but its legacy has been more lasting for both the farm families and **Zawadiuk** herself. The rewards are in the friendships, and also in the growth from the extension work that persists today.

Technology has brought changes for those farm families. And time has also seen a new generation come to the farm. But continuity remains. Perhaps, she says, the continuity has to do with the group's other role, being a strength and support for each other in the tough times. And she adds really living the group's motto—taken from the cover of the Home Management Record Keeping Book printed by the home economics branch—"The farm makes the living, the home makes it worthwhile".

WHODUNIT???

Agriculture staff solve Murder Mystery

"What if...nobody had to die...if death could somehow be reversed...if everyone lived knowing that they would always have another chance?"

Agriculture staff examined these questions while delving in skulduggery, a murder mystery evening where the onlookers play detective. 'The Bodysnatchers of

Ravensfeld Crossing' was presented and acted out by Sir Unicorn Entertainment during fall training week, held September 30 to October 3.

The object of the evening was to study the clues and find out WHODUNIT and why. Clues are gathered by studying the clue board, questioning the suspects, listening in on conversations between characters and examining items belonging to the characters without getting caught.

The highlight of the evening was the review of the clues by the house detective to determine WHODUNIT and WHOWONIT. **Curtis Weeks**, DA from Stettler, was accused of murder—his motive being his desire for a new road in the Stettler district.

Once the fog cleared, the real culprit was named. Skulduggery super slueth of the evening was **Linda Hawk Sellin**, DHE in Spirit River/Eggleham.



Super slueth **Linda Hawk Sellin**, centre, poses with the actors of 'The Bodysnatchers of Ravensfeld Crossing' during fall training.

United Way Campaign Goes Over the Top

When the United Way Committee got together to plan this year's campaign they knew they had a hard act to follow.

Alberta Agriculture staff had increased their donations by a whopping 37 per cent in the previous year and the 1991 Provincial Government guideline was calling for another increase of more than seven per cent.

That meant a goal of \$42,000 compared with the \$30,000 goal of only a year ago. Considering the sluggish economy and uncertain future - would staff be able to meet this challenge?

"The goal was no problem to achieve", said 1991 Alberta Agriculture Campaign Chair **Kim Whitehead**.

"In agricultural terms it's like *Field of Dreams* - 'build it and they will come'. The Committee provided the challenge and the Alberta Agriculture staff met the expectations. It's our culture - people helping people", said Whitehead.

Alberta Agriculture's staff more than met the challenge.

A total of \$43,384.33 was donated. An 11 per cent increase over the record of the previous year. The average donation increased to \$87 from \$80.

For the second year, donors were given more options in directing their funds within the United Way and also to contribute to registered charitable organizations outside the United Way. Twenty per cent of canvassed donors directed part or all of their funds to specific United Way member agencies. Ten per cent of participant donors chose to give part or all of their gifts to charities outside United Way. A total of 8.8 per cent of the funds collected in the campaign were directed to non United Way charities.



United Way committee members celebrate the conclusion of a successful campaign. (Left to right) **Shirley Meyers** (Home Economics Branch), past chair; **JoAnne McCormack** (Personnel Services), canvassing coordinator; **Kim Whitehead** (Central Milk Testing Laboratory), campaign chair; **Emily Samoil** (Research Division), treasurer; **Laurel Matwichuk**, United Way loaned representative; **Scott Reid** (Print Media Branch), publicity coordinator, and **Ralph Shute** (Health Management Branch), vice chair/secretary. Missing: **Laura D'Amico** (Central Program Support), assistant treasurer.

Fall Training, a Poetic Overview

By **Curtis Weeks**, DA, Stettler

*Fall training has come and gone
again for another year.
For a job well done **Donna Bagdan**
deserves a heartfelt cheer.
Monday night Dr. Ganam talked on
building network ties,
This makes our jobs easier and helps
programs fly.*

*Dr. Krueger spoke about our need to
do program evaluation,
Focus groups could be a useful tool in
delivery extension.
Structure debating was a technique
that was demonstrated.
Taking an opposing view caused many
to become educated.*

*Wednesday and Thursday allowed you
to stream into your choices.
Some of you 'choked the chairman' to
silence overtime voices.
Conservation, evaluation, extension
and diversification too,
Were some of the areas where you were
given exercises to do.*

***Pat Hawkings** had us laughing and
the endorphins flowing,
He showed us how humour can be*

*used to get people going.
The murder mystery brought **Linda Hawk Sellin**
sleuthing fame.
And I wasn't the murderer as was DA
John Erdman's claim.*

*Those in production records have a
beginning of a proposal,
A committee will have them finished by
Christmas for your perusal.
Participants in diversification got to
see a great video flick.
Ron Brown has to be thanked for
getting these done so quick.*

*'Generations in Farm Families' the
study was examined by some,
The information obtained will be used
for many seasons to come.
Russ Horvey did a great job
arranging the conservation displays,
At coffee we chatted and were able to
build communication relays.*

***Gary Bradshaw** and the gang from
FBMB presented the new mission goal
Which we'll use for people in a farm
business management role.
The committee all hopes that you
enjoyed this training retreat,
If you did, tell your RD so there'll be
funding for a repeat.*

From Region to Region

Roasting DA Dave Ward

He's been described as a weird DA from afar, to the world's worst driver, but to Alberta Agriculture staff, **Dave Ward** is one in a million.

After almost 20 years with the Department, district agriculturist **Ward** retired this fall. And it was on this dubious occasion, that some fellow employees decided to throw a roast, in his honor.

Those who have not come across **Ward's** path may not know the exceptional educational background (a degree in agriculture, masters in communications and courses from the Universities of New Brunswick, Colorado and Oregon) of this native New Brunswicker or of his interest in taking Chinese cooking courses, or even of his extensive community involvement. But for some, his memory will continue to linger throughout the department.

John Tackaberry, rural services director, claims he should receive a medal of valour for being Ward's boss for 11 years says "I seriously believe, that Ward's motto was 'why draw a picture when 10,000 words will do'."

The Barrhead regional and district office presented Ward with an airline travel voucher as his farewell gift. The Department wishes Ward all the best.



David Ward (left) and **Bob Winchell** take a closer look at the gift given to Ward by the local agribusiness and district farmers on his retirement.

'Key' unlocks prize for editor

Farm safety's 1991 "key" campaign also unlocked a national prize for publications editor **Tracey**

Munro. (You also might know her as the editor of **Agknowledge**.)

The press release—"Your 'key' to unlocking a safe 1991"—announced the joint Alberta Agriculture John Deere campaign reminding farmers not to leave equipment running. It won a Silver Medal in the news release category at the 1991 Canadian Farm Writer's Federation awards.

Munro designed and wrote the entire promotional campaign and media package. **Solomon Kyeremanteng**, farm safety program manager, praises **Munro's** "utmost dedication and imaginative work" on the very successful campaign.

This was **Munro's** first submission to the national contest, although she's been involved with the affiliated Alberta Farm Writer's Association since 1989. She was secretary/treasurer of that association for two years. (**Note to readers: Tracey was too modest to write this herself, but some elves thought you all should know.**)

Branch honored for co-operative work

Cooperative education is a great benefit to the students receiving temporary job experience. But for the Agricultural Engineering Branch, their benefit has definitely been more permanent.

Close to 20 engineering students from the University of Alberta have been hired by Alberta Agriculture, or more specifically, **Rick Atkins** of the Alberta Farm Machinery Research Centre (AFMRC).

In September, the Branch, represented by Deputy Minister **Ben McEwen**,

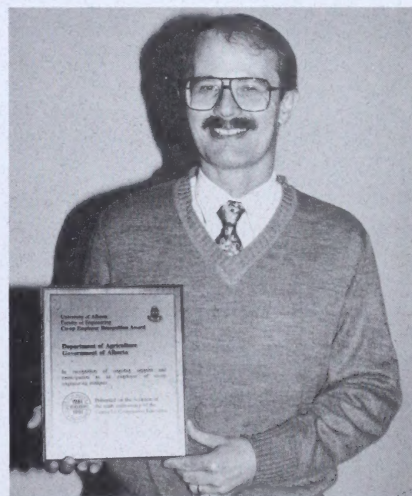
was honored by the Faculty of Engineering with the Co-op Employer Recognition Award. The Centre has participated in this program since 1986.

The program spreads the four year engineering degree over a five year term. The work and academic terms are divided up into four months says **Atkins**, AFMRC manager and acting branch head for engineering services.

"The students are hired as technical aides and work largely as engineering assistants," says **Atkins**. "They're involved in projects such as the design and fabrication of test equipment and display materials, all the way up to development projects for manufacturers."

"Students experience real life problems associated with their chosen profession. The system itself is well-established for screening, interviewing and hiring students," he says.

In addition to engineering services, irrigation, conservation and development and land evaluation and reclamation branches have participated in the program.



Rick Atkins poses with the plaque the Department was presented for its 'ongoing support and participation as an employer of co-op engineering students'.

Deputy Minister's Column

This issue of Agknowledge presents changes in format, design and content. These changes have been made to present a fresh newsletter image and to generate new and different story ideas amongst our staff.

Agknowledge is a newsletter for and about Alberta Agriculture staff. Its focus and purpose is to acknowledge special efforts, roles and accomplishments of the people who are Alberta Agriculture.

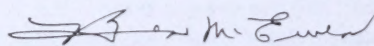
I emphasize that we need your assistance in providing Information Services with timely and appropriate feature stories on an ongoing basis. Such stories may be about staff who have gone that extra mile in their work, who have achieved work-related awards or recognition, or who have initiated or participated in unique programs. These are just a few examples of stories we would like to share. They don't all have to be of a serious nature—work should also be fun.

I feel that it is crucial to keep this type of awareness flowing throughout the Department. By doing so, Agknowledge will become a vehicle for staff recognition and morale building and we will build an even stronger team spirit throughout the Department.

Any and all story ideas should be forwarded to **Tracey Munro**, Agknowledge Editor, Information Services, at 427-2121. Your suggestions should be in point form. From there, Tracey will write the stories in the proper Agknowledge format.

I hope you enjoy Agknowledge's new look. Through its design, content and your active involvement, we will build team spirit and morale through this medium.

I close this column, and this year, with a sincere wish for a Merry Christmas and a Happy New Year. Enjoy the upcoming holidays with family and friends. You all deserve a joyous and relaxing time as we ring out the old year and prepare for the challenges that lie ahead.



H.B. McEwen

Re: search of the Great Pumpkin



These pumpkin heads from the Research Division's pumpkin patch, were the costume winners on Hallowe'en in Edmonton. **Betty Schultz** (Rural Services) and **Eric Jones** (Farm Safety) combined efforts to present Hallowe'en Challenge '91. With an overwhelming response, over half of the staff participated in the day's festivities, which included an entrance decorating contest and branch/division costume theme. Crow Benefit downtown won the honors for the most ghoulish entry.

On the Move...

Welcome to the following people who have recently joined Alberta Agriculture:

Darlene Albrecht, Janice Bracey, Mona Campbell, Ken Dobos, Laura Fraser, Gisele Magnusson, Sharon Mustard, Kelly Pettipas, and Doreen Wenzel.

Transfers:

Rosemary Amerongen has now joined the cast of broadcast media; travelling from the farm business management branch is **Gerd Andres** up to Wetaskiwin and the dairy control board; **Dianne Hayward**, of market development is now associate trade director, Japan; **Rita Hicks** is now secretary for the Associate Ministers Office; **Ross Hutchison**, formerly district agriculturist in Ryley is now located in Wainwright; **John Knapp** has transferred as regional director from Fairview to Barrhead; **Maureen Osedchuk** is the Associate Minister's new executive assistant; joining resource planning in Edmonton from the animal health division is **Carla Wright**.

Good luck to the following people as they leave Alberta Agriculture:

Andrew Bartley, Raymone Blakely, Brenda Eberl, Shawn Elgert, Paul Griffiths, Nicky Lemire, Diane Malchow, Delin Sheehan, Eric Sigurdson, Elwin Smith and Kurt Tosczak.

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Bill Chapman, Scott Reid, Irene Leavitt, Linda Hawk Sellin, Curtis Weeks, Cathy Wolters and Edith Zawadiuk.

